

Exhibit 26

(Excerpt)

In the Matter Of:

United States of America v

Google, LLC

PAUL ROBERT MILGROM, PH.D.

March 04, 2024



Page 394	Page 396
Page	Page
1 A. Okay.	1 Q. You're aware that UPR was
2 Q. You cite it in Paragraph 453 in the	2 instituted at the same time as several other
3 first sentence.	3 changes, including the shift to the Unified
4 Do you see that?	4 First-Price Auction and the removal of last look?
5 A. Yep.	5 A. That the Unified First-Price
6 Q. Have you reviewed the methodology	6 Auction removes last look -- yes. I don't
7 of this Advertiser Perceptions survey about UPR?	7 consider that a separate change but, yes, the --
8 A. I have not, no.	8 the UPR and UFPA were introduced simultaneously.
9 Q. How many surveys have you designed?	9 Q. It might be difficult for a
10 A. I have never designed a survey.	10 publisher to figure out the impact that UPR had
11 Q. Do you have any specialized	11 on its business when other changes happened at
12 expertise in survey design?	12 the same time?
13 A. I do not have specialized expertise	13 ATTORNEY EWALT: Objection to
14 in survey design.	14 form.
15 Q. Which people answered questions in	15 THE WITNESS: Well, from the --
16 response to the Advertiser Perceptions survey?	16 that UPR had on its business?
17 A. Well, let's see what I report here.	17 Well, there's several changes
18 (Whereupon, the witness reviews the	18 going on at the same time. And -- and
19 material provided.)	19 exactly -- I don't have the questions in
20 THE WITNESS: Yes. I don't have	20 front of me that were being answered, so
21 that information. I don't have any	21 I -- I really can't say more about it.
22 details about the survey in front of me.	22
Page 395	Page 397
Page	Page
1 BY ATTORNEY VERNON:	1 BY ATTORNEY VERNON:
2 Q. Do you know whether Google had a	2 Q. Is it fair to say that it might be
3 role in designing the questions about UPR in the	3 difficult for a publisher to figure out the
4 Advertiser Perceptions study -- survey?	4 impact that UPR had on its business when other
5 A. I do not require -- I do not recall	5 changes happened at the same time?
6 -- don't recall any details, actually, about the	6 A. I -- I think that what is going on
7 -- the survey.	7 with UPR and UFPA taking place at the same time
8 Q. Is it fair to say that you have not	8 is -- if you looked at my analysis, is that UPR
9 closely studied the Advertiser Perceptions survey	9 protected advertisers. UP -- UFPA was directly
10 that relates to UPR?	10 beneficial to publishers. Google's running an
11 ATTORNEY EWALT: Objection to	11 exchange, and these things are -- it -- it is
12 form and foundation.	12 trying to do something that is -- that is
13 THE WITNESS: I have not closely	13 beneficial and being demanded by publishers
14 studied. I'm merely citing its result.	14 without harming its advertisers.
15 BY ATTORNEY VERNON:	15 The -- whichever way you read this,
16 Q. I'm sorry. Can you say that --	16 the -- the benefit to advertisers was important,
17 okay. I get it.	17 and the -- the -- the benefit -- it's an
18 You described a survey as	18 exchange. Benefiting advertisers and publishers
19 indicating that 4 percent of respondents	19 was important. And this package, if you had
20 described UPR as having a negative impact on	20 taken it away, would have been harmful to
21 their business?	21 advertisers.
22 A. Yes.	22 And we want to know if it's harmful